



Sunday, August 27, 1916.

This department has entered the second stage of service to Tribune readers. Primarily it was intended merely to separate the sheep of advertising from the goats—and hang a bell on the goats. But now it goes beyond mere identification. It embraces a human nature study of both sheep and goats. You are invited to assist. For every letter printed in this department describing experiences—pleasant or unpleasant—with advertisers of merchandise, excepting only patent medicines, The Tribune will send \$2.00, payable in any merchandise of any Tribune advertiser. For the most important letter each month a special prize of \$50.00, payable similarly, will be awarded. Name printed or withheld—as you prefer, but must be signed or we will not know where to send the prize order. Address: The Ad-Visor, The Tribune, New York.

THE writer of the enclosed advertisement stands as the best possible testimonial for the product whose potentialities he hints at. Johann Hoff's malt extract or something of equally strong mental influence has made his "nerve" top-hole.

I thought at first that this was an ad for a beef extract. Something about it suggests "bull." A. N. P.

As A. N. P. states, the unintentional testimony is eloquent, if not convincing. For the benefit of the many who do not thoroughly appreciate the fact that there are no nerve and brain foods as such, The Ad-Visor takes this opportunity to quote from Dr. Wiley's "1001 Tests" on this particular specimen:

"Johann Hoff's is a malt extract containing nearly 5 per cent of alcohol, more than many beers, with 92 per cent of nutritive solids, mostly water, and only 8 per cent of nutritive solids. Claims that it is 'recognized by the medical faculty as an ideal food,' and that it is an 'active remedy for coughs, colds, sore throat, bronchitis, etc.' are not warranted in any way."

YESTERDAY, upon getting back from the Hudson Shoe Company, of Elmira, N. Y., a shoe upon which I had had repairs, I was surprised and delighted to see the enclosed guarantee:

"If for any reason you feel dissatisfied with your purchase please return it, and we will exchange it or refund the money, if not damaged."

I did not know that little old Elmira had made such progress along up-to-date lines of "satisfaction guaranteed." Recently I felt obliged to change my Elmira shoe store because I could get no redress for shoes that cracked beyond repair after but a few weeks' wear. I see I made no mistake in choosing Hudson's. Oh, we little upstate towns are falling into line, thanks be! MABEL CORNELIA DAGGETT.

The Ad-Visor feels that in choosing Hudson's you doubtless made no mistake. But why does Hudson's tag on the qualifying phrase, "if not damaged"? It is good to see an upstate town falling into line, but why not fall the whole way?

Sometimes they do. There is an example of it right in Elmira. A correspondent sends this guarantee of the Elmira Knitting Mills, makers of "Elmira Net":

"If this garment with this tag sewed on does not wear satisfactorily, mail it to us, and we shall either replace it by prepaid delivery or refund your money and the postage."

There is a guarantee as is.

IN your comment on a Schenectady physician's letter to you I notice you include Resinol as one of the old fakes. I was a prescription clerk some years ago, and wonder why, if Resinol is an old fake, physicians prescribed it so often. To my mind a great many of the old fakes, as we called them, semi-patents, owe their present popularity to physicians themselves, who give them a foothold by prescribing them for their patients; then newspaper and magazine publicity does the rest.

Because a man is a physician it doesn't follow that he is a good physician, any more than that all lawyers are good lawyers or all business men are efficient executives. Secondly, there are some patent medicines, in the same class as Resinol, a good soap with a slight antiseptic value, which might profitably be used under a physician's directions, but which would be harmful or useless when indiscriminately used. And, thirdly, many of such products are fakes not because of what is in them, but because of what is said about them.

FROM the Parker Refining Company, previously mentioned in these columns, one of our readers received a mimeographed letter in response to his application for a local agency. Unfortunately for the reputation of the Parker Refining Company, the letter closed with the sentence, "We will ask you to answer this letter within due course of mail, as we have another applicant for this position." As soon as the point was made clear, the Parker Refining Company replied in this wise:

Director Bureau of Investigations, N. Y. Tribune.

Dear Sir: In reply to your favor of the 14th inst., we beg to say that in order to get the party to answer our letter quickly and take up our line we tell him we have another applicant for the position, but it is a deception and not right. While we are using it and thousands of other business men use similar phrases in order to sell their merchandise or get some one to take up a proposition, it is dead wrong, because it is not the truth. Yours respectfully,

PARKER REFINING CO., per A. Mendelsohn.

There is nothing more gratifying than to see a mistake cleanly acknowledged.

THIS idea of disguising the short weight of a package by giving it a sum in subtraction is quite Oriental in its naivete.

C. W. KIMBALL.

Our correspondent sends us his communication on a postcard jar-top which bears the name of "Horn Brand Cream Peanut Butter—Daily-made" with the specification "Half Pound (above) less 1-1/2 oz. net (below)." Which reminds us of the man who boasted that he had practically never had his appendix removed. A half pound is an open-and-shut matter. It either is or it isn't. Under the circumstances, it may be pardonable to wonder whether "Daily-made" doesn't mean "Oh, about once a week!"

A TIMELY warning may very well be sounded in The Ad-Visor column about the usual "August Sales of Furs."

While fur is at all times a blind article to the layman, many concerns attempt to increase the blindness and baffle the purchaser by misnaming many furs.

The popularity of white fox last season revived the manufacture of Tibet and Angora goat skins as a substitute for white fox, and they were sold as Iceland fox. There may be a Luther Burbank in Iceland who grows horns on foxes, but I doubt it.

Skunk is very often called marten in this country. The members of the marten family are sable, blue-marten, stone marten and fisher. These furs are more valuable than skunk and are of an entirely different branch. Skunk itself is a desirable fur, but, sold under the name of marten, tends to confuse the purchaser.

Royal ermine is often the name by which weasel is sold. Even an expert could be deceived by merely judging from appearances. Weasel is much inferior to ermine, and sells for from 40 to 50 per cent less than ermine.

Another common offense is brook mink, which is no other animal than the well known muskrat. This is very deceiving to the layman who believes that he is getting a member of the mink family when he buys brook mink.

Then there is Belgian lynx, which is Belgian black hare, a very cheap, poor-looking fur, no more like the genuine Canadian lynx than a mouse is like a cow.

China dog skins are also made up and commonly sold as wolf. In some instances I have seen them sold as fox.

The above are the most common forms of misnaming furs. The Tribune readers who contemplate purchases of fur would do well to insist on a sales check or invoice, on which the seller should distinctly mark what fur he claims he is selling. The purchaser should then have the furs identified by some one who knows, preferably a furrier, in order to make certain that the claims of the seller are not exaggerated.

L. M. BOOKBINDER.

Very sound advice—but there is a simpler way of going about it. When in doubt, merely find out if the seller is a Tribune advertiser.

THE enclosed is an ad. from the "Geraldton Express," a Western Australia publication. The ad. may seem crude, but it is truthfully candid, and is unlikely to lose any trade for the advertiser, because he is sole and absolute agent for the "West Australian" in his vicinity.

Newsdealers in greater New York are prevented from making public their self-same feelings because of competition. Therefore, you will do good service by publishing the enclosed ad. so that readers will begin to understand. I want it published not because of any personal remuneration, but because I happen to know that very few pay the newsdealer promptly, and have been informed by hundreds of newsdealers that their customers little realize that they at times cause much hardship by delaying from week to week. A reading of the enclosed ad. will likely impress New Yorkers that the newsdealer is also worthy of square dealing. I hope it will be heeded.

A. WOLFF.

"Owing to the High Price and Great Scarcity of Paper, commencing from May 1st, 1916, the price of the 'West Australian' has been increased to Newsagents, making the Third Increase Since the Outbreak of War. It is not my intention at the present to increase the price to subscribers, but as this further increase to Agents Reduces my Profit as to Barely Pay Working Expenses, it will be impossible in future to allow subscribers more than TWO WEEKS' CREDIT. My collector will call as usual every Monday, but will make only one call, and in all cases where he is not paid for the fortnight's paper delivered, or the amount is not paid into the shop, further supplies will be instantly discontinued. This rule applies to all subscribers and will be strictly adhered to. All subscribers at present in arrears must pay up before Saturday, May 13, and failure to do so will mean that further supplies will cease on that date."

If this antipodal shoe fits New Yorkers, they may put it on!

(The next Ad-Visor will appear Tuesday, August 29).

## C. J. SULLIVAN SEEKS TO COLLECT \$383,079

Got Judgment Against Contractors for Manhattan Bridge.

Cornelius J. Sullivan, formerly president of the Cornelius J. Sullivan Advertising Company and business associate of the late "Big Tim" Sullivan, is still trying to collect a judgment for \$383,079 against the Ryan-Parker Construction Company, for which he began suit about five years ago. His action was for a share of the profits made by the contracting company in building the Manhattan Bridge, the contract for which was obtained through Sullivan's influence.

Since he got the judgment Sullivan has had some business troubles and his affairs are now in the hands of Standish Chard as receiver. Chard yesterday brought an action in the Supreme Court against Patrick Ryan, who was formerly Chief of Police of Youngstown, Ohio, and Andrew McC. Parker, constituting the contracting company, and the People's Trust Company, alleging that the defendants conspired to defeat the judgment held by Sullivan. Chard said that in 1909 the Ryan-Parker Construction Company received \$327,414 from the city as a payment on the bridge contract, which was deposited with the People's Trust Company. This money, belonging to the corporation, is alleged, was later paid out by the trust company to Ryan and Parker as individuals and taken out of the jurisdiction of the court. Chard asks the court for judgments against the individuals, alleging that the Ryan-Parker Construction Company is insolvent.

## FARMERS PLAN TO RETAIL MILK

Dairymen Tell Housewives' Committee They May Fight "Trust."

The National Housewives' leagues committee appointed to obtain information on the milk situation conferred yesterday, at 25 West Forty-fifth Street, with officers and directors of the Dairymen's League, which has 13,600 farm members, supplying more than half the city's milk. Representatives of the big milk companies met the women's committee two weeks ago.

The Dairymen's League was represented by Albert Manning, secretary; F. H. Thompson, vice-president; and R. D. Cooper and Frank Sherman, directors. Deputy Commissioner H. A. Emerson represented the State Department of Foods and Markets. Mrs. Egbert Chamberlin, treasurer of the committee. The other members are Mrs. Julian Heath, the League's president; Mrs. Lewis D. Williams and Mrs. John W. Beal.

Farmers Sell Milk at Loss.

Milk prices paid to the farmer must be increased, the dairymen declared. "Since the farmers have learned how to determine the cost of milk production as a separate department of the farming industry," said Mr. Manning, "they have discovered that they are selling their milk at a loss."

"Investigation by various state institutions showed the farmers are selling milk at an absolute loss. The survey of the Farm Bureau, based on an investigation of twenty-nine farmers' dairy plants, showed the cost of production was 4.5 cents a quart. They sold the milk at 3.5 cents a quart."

"There are other factors that enter into the situation. We can sell hay from the barns for more money than we get by feeding it to the cow to produce milk. The price of cattle is also higher. The cost of farm labor is higher. The farmer receives less money on his investment than it costs him for labor here."

Farmers May Bottle Milk.

"If distributors contend that because of the high cost of conveying milk to the consumer they cannot afford to pay the farmer more, that is their problem, not ours. This situation has become acute where we are either going to open our own receiving plants, do our own bottling, pasteurizing and testing, and take that end of the industry out of the hands of the large distributors, or expect the distributors to pay for milk."

The question of educating consumers to appreciate the food value of skimmed milk was discussed also.

SHACKLETON TRIES AGAIN

Starts on Third Trip to Reach Men Left in Antarctic.

Buenos Ayres, Aug. 26.—Lieutenant Sir Ernest H. Shackleton, the Antarctic explorer, left Punta Arenas, Chili, today, on board the ship Yelcho, to make a third attempt to rescue the members of his expedition marooned on Elephant Island.

Shackleton arrived at Port Stanley, Falkland Islands, on May 31, with five members of his expedition. They left twenty-two members of the expedition on Elephant Island on April 9. The first attempt to rescue the men on Elephant Island was made during June, and the second attempt was made in July.

Baby Abandoned in Church.

A three-week-old girl baby with no marks of identification was abandoned in St. Anthony's Catholic Church, 155 Sullivan Street, yesterday. Angelina Gunciel, of 174 Thompson Street, on entering the church, found the baby lying in a pew. The baby was later sent to Bellevue Hospital from the MacDougal Street police station.

Dead Girl Trade School Pupil.

The body of a girl who died Thursday night on the platform of the Chatham Square station of the Third Avenue elevated was identified yesterday as that of Rose Braft, sixteen years old, of 1314 First Avenue, a pupil in the Manhattan Trade School for Girls in East Twenty-third Street. The girl suffered from heart trouble.

The New Addition to the HOTEL WILLARD-WESTEND

Now Completed 76th St. & West End Av.

125 Rooms and Bath. Beautifully Furnished. All Outside, Quiet and Cool \$2 Per Day and Up for One or Two People

Arthur Hardy, Cashier

Hotel Marseilles

Broadway at 103d St., New York

Superb Location To Live at the Marseilles

Is to Live Well

PERMANENT TRANSIENT A social atmosphere that is delightful and a location that is unusually convenient, with good food and good service at reasonable prices, make the Hotel Marseilles the ideal fall and winter home.

Rooms with Bath from \$2.00 Per Day and Up

Larger Suites in Proportion

APARTMENTS FOR FALL RENTALS NOW BEING SHOWN.

Unusual facilities for holding public functions, banquets, weddings, dinners, etc.

## AIR YACHTSMEN TO FLY TO MEET

Will Park Craft at 129th Street and Go to a Luncheon.

## AVIATION TROPHY TO BE EXHIBITED

Will Be Awarded for the Fastest Flight Around Manhattan.

Members of the New York Flying Yacht Club will crank up their hydro-aeroplanes next Thursday and fly to the luncheon to be given in their honor by the Harlem Board of Commerce, at Fabst's Harlem Casino.

There for the first time will be displayed the Manhattan Derby Trophy, designed by Alexander Popini for the club. This plaque, which represents the flight of the "Hydro-Aeromaid," and is executed in gold and silver, will be awarded for a year, annually, to the member who makes the fastest flight around Manhattan Island. This race, which will be known as the Manhattan Air Derby, will also carry with it a prize of \$3,000.

Rear Admiral Robert E. Peary has promised to be a guest at the luncheon, and will fly with a pilot from Governor's Island to the landing stage at 129th Street, where the club members will park their craft. Miss Pearl Palmer, who posed for the "Hydro-Aeromaid" plaque, will attend the luncheon also. The plaque represents as a mermaid, equipped with a pair of aeroplane wings, rising from the sea.

It is proposed that, following the luncheon, a mail-carrying demonstration by aeroplane will be made between the postoffice at 129th Street and the 177th Street branch. This has been suggested by United States Representative Hulbert, who believes that the future mail routes lie through the air.

"We are endeavoring to give Manhattan Island a mail-carrying demonstration by aeroplane, which will be made between the postoffice at 129th Street and the 177th Street branch. This has been suggested by United States Representative Hulbert, who believes that the future mail routes lie through the air."

Among the aviators invited to attend the luncheon are Howard Gordon, Frank T. Coffey, J. B. R. Verplank, David H. McCulloch, Glenn H. Curtiss, Lawrence Sperry, Harry Burgess, Glenn Martin, Commander Charles L. Poor, of the U. S. S. Granite State; Commander Edward T. Fitzgerald, of the New York Naval Battalion, No. 3, and Vincent Astor.

## WIFE KILLED; POLICE ARREST HER HUSBAND

They Hold Him for Slaying Woman with Carving Knife.

Sounds of quarrelling came yesterday from the rooms at 109 St. Nicholas Avenue, Brooklyn, occupied by James T. Dunn and his wife Madeline. By that the neighbors knew that Mrs. Dunn had got home from her round of office cleaning. Soon afterward Dunn ran out and all was quiet. He went to a public telephone and called for an ambulance for his wife.

When the ambulance came with policemen from the Hamburg Avenue station Dunn was sitting in the arm chair that he seldom left except to go to the saloon on the corner. He was staring fixedly at a carving knife that lay on the edge of the table. His wife, whose body he had supported him for years, lay dead in a corner with a dozen stab wounds on her body.

Dunn was held for the action of the Coroner. He is fifty-nine years old. His wife was fifty.

Fined \$1 a Beer.

It cost Peter May, of 845 West Tenth Street, Bayonne, \$2 yesterday in the Bayonne police court for two beers. May had been arrested charged with being drunk.

"How many drinks did you have?" asked Recorder Cain.

"Two, your honor, only two," the prisoner answered.

"I'll fine you \$2," the Recorder announced.

Dead Girl Trade School Pupil.

The body of a girl who died Thursday night on the platform of the Chatham Square station of the Third Avenue elevated was identified yesterday as that of Rose Braft, sixteen years old, of 1314 First Avenue, a pupil in the Manhattan Trade School for Girls in East Twenty-third Street. The girl suffered from heart trouble.

The New Addition to the HOTEL WILLARD-WESTEND

Now Completed 76th St. & West End Av.

125 Rooms and Bath. Beautifully Furnished. All Outside, Quiet and Cool \$2 Per Day and Up for One or Two People

Arthur Hardy, Cashier

Hotel Marseilles

Broadway at 103d St., New York

Superb Location To Live at the Marseilles

Is to Live Well

PERMANENT TRANSIENT A social atmosphere that is delightful and a location that is unusually convenient, with good food and good service at reasonable prices, make the Hotel Marseilles the ideal fall and winter home.

Rooms with Bath from \$2.00 Per Day and Up

Larger Suites in Proportion

APARTMENTS FOR FALL RENTALS NOW BEING SHOWN.

Unusual facilities for holding public functions, banquets, weddings, dinners, etc.

Hotel Marseilles

Broadway at 103d St., New York



Fourteenth Street West of Fifth Avenue

## DOUBLE EVENT THIS WEEK

LAST FIVE DAYS of AUGUST SALE

LAST FOUR DAYS of STOCK CLEARANCES

LAST OPPORTUNITY to buy BLANKETS and

HOUSEHOLD DRY GOODS at AUGUST SALE PRICES

LAST CLEARANCE DAYS for

SUMMER GOODS and SURPLUS STOCKS

BARGAINS GALORE—ALL OVER THE STORE.

THESE QUOTATIONS FOR MONDAY AND TUESDAY:

WOMEN'S AND MISSES' DRESSES

Clearance

Taffetas, Foulards, Charmeuse, Georgette and Net

Up-to-the-minute Dinner and Afternoon Frocks, including many that are copies of most exclusive models. Every gown is reduced to a price to insure its quick clearance before inventory at end of week. The actual wholesale cost is not considered, we merely are carrying out our well established policy of never carrying goods from season to season—Don't hesitate if you have a need, these cannot last long.

That were \$12.98 to \$19.98 6.98

Charmeuse, Net and Taffeta Dresses 9.98

That were \$19.98 to \$29.98 9.98

Foulard, Also Georgette Dresses 14.98

That were \$29.98 and \$31.98 14.98

Silk Tulle, Georgette and Combination Dresses 19.98

That were \$36.98 to \$59.98 19.98

FINAL REDUCTIONS Dress Goods

Silks Wash Fabrics

These first quality fabrics—especially desirable now—are lowered in price because all surplus must be cleared by August 31—when we take account of stock.

40-INCH FOULARD SILKS—soft finish—Summer weight—serviceable—Navy and Black and White Dots—were \$1.25—now .89

YARD WIDE POPLINS—silk mixed—White, Ivory, Cream, Black—light and dark colors—value .98 .79

35-INCH TAFFETAS—Colored Satin Stripes—dark and medium colors—were \$1.25 and \$1.45—now .98

32-INCH WASH SILKS—white ground—colored satin stripes—were .85—now .69

35-INCH TAFFETAS—soft, chiffon finish—light and medium colors—were \$1.25—now .98

26-INCH MESSALINES—light colors only—were .69—now .49

54-INCH SHEPHERD CHECKS—medium and large sizes—worth .69—now .52

54-INCH ALL WOOL FRENCH SERGE—fine twill—navy and black—now .120

54-INCH Mohair—garnet, brown, navy and black—value .49—now .29

38-INCH Plaids and Checks—serge weaves—light and dark grounds—suitable for children's school dresses—value .69—now .49

40 and 54-INCH Dress Goods and Suitings—wool and silk and wool—mixtures, plaids and poplins—were \$1.19—now .84

Silk Mixed Sport Stripes—were .49 and .59—now .39

Floral Lawns—were .12½—now .7½

Linon Suitings—were .29—now .17

Apron Gingham—were .6½—now .4½

32-inch Shirting Madras—were .29—now .21

Surplus of Pink Chambray—were .12½ per yd.—now .7½

36-inch Mercerized Foulards—were .34—now .21

MORNING SPECIALS—Monday and Tuesday, Until 1 P. M.

To prevent dealers buying, quantities restricted. No Mail or Telephone Orders.

\$2.98 Women's Trim'd Fall Hats 2.25

Satin velvet combinations—black and white principally—advance models—smart trimmings. MILLINERY—THIRD FLOOR.

\$1.39 Untrimmed Fall Hats .95

Satin and velvet combinations—also—large and small. Trim'd in latest, smart styles if desired. Buy—THIRD FLOOR.

\$1.98 Women's Blouses 1.77

Black taffetas or tub silks, cluster tucked fronts.

BLouses—SECOND FLOOR.

\$1.79 and \$1.98 White Voile Blouses 1.29

Tucked or lace trim'd frills—some with color touches.

BLouses—SECOND FLOOR.

59 ct. Women's Silk Gloves .46

2 strap—double tipped—black or white.

GLOVES—MAIN FLOOR.

\$2.98 Women's Taffeta Petticoats 2.25

Changeables, also solid colors—pleated flounces—second bands—all lengths.

PETTICOATS—SECOND FLOOR.

29 ct. Dainty Swiss Collars .18

Embroidered on organdie or voile—newest styles.

NECKWEAR—MAIN FLOOR.

\$1.00 and 1.29 Boys' Wash Suits .65